

Message Text

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PAGE 01 LUSAKA 02014 101441Z

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FM AMEMBASSY LUSAKA

TO SECSTATE WASHDC 3777

UNCLAS LUSAKA 2014

E.O. 11652: N/A

TAGS: BEXP, ZA

SUBJ: TENTATIVE FY 78 TRADE PROMOTION PROGRAM

REF: STATE 195121

1. BELIEVE IT IS OVERLY AMBITIOUS TO SCHEDULE BOTH TECHNICAL SALES SEMINAR AND CATALOGUE SHOW IN DECEMBER 1977. PROJECTING MARKET CONDITIONS IN ZAMBIA 16 MONTHS IN ADVANCE IS HAZARADOUS AND MADE MORE COMPLICATED BY UNCERTAINTIES IN GRZ POLICY. THE SUCCESS OF THE AGRI-BUSINESS SEMINAR WILL LARGELY DEPEND ON THE DIRECTION GRZ POLICY TAKES IN AGRARIAN DEVELOPMENT. TO DATE EMPHASIS HAS BEEN ON MOBILIZING MASSES OF PEASANT FARMERS FOR GREATER PRODUCTION. LESS OFFICIAL INTEREST HAS BEEN SHOWN IN LARGE SCALE COMMERCIAL VENTURES ALTHOUGH PROJECTS UNDER CONSIDERATION INCLUDE MAJOR EXPANSION OF SUGAR PRODUCTION AND LARGE INDECO SUPPORTED SOYBEAN PROJECT. THIRD NATIONAL DEVELOPMENT PLAN NOW BEING PREPARED WILL EMPHASIZE AGRPSGN PROGRAMS WHICH CAN BE FINANCED FROM LOCAL SOURCES AND WHICH ARE NOT DEPENDENT ON IMPORTED EQUIPMENT.

2. SCHOOL CONSTRUCTION AND EQUIPMENT CATALOGUE SHOW MIGHT BE MORE APPROPRIATE TRADE EVENT BUT EDUCATIONAL REFORMS NOW BEING DEBATED WHICH ARE AIMED AT INCREASING THE PRACTICAL COMPONENT IN THE CURRICULUM ARE A MAJORITY. MONEY AVAILABLE FROM THE DOLS 33 MILLION THIRD EDUCATION PROJECT OF THE IBRD COULD BE A FACTOR IN SHOW S SUCCESS SINCE OUR RECENT TRADE PROMOTION EVENTS HAVE MET LUKEWARM RESPONSE DUE TO STRINGENT IMPORT POLICIES.

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PAGE 02 LUSAKA 02014 101441Z

3. OF OTHER PROPOSED EVENTS, MODEST INTEREST HAS BEEN SHOWN IN
LOGGING AND FORESTRY DEVELOPMENT AND CATALOGUE SHOW COULD BE
USEFUL.
CLINGERMAN

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NNN

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